

ABSTRACT OF THE DISCLOSURE

A golf club grip made up of a composite strip that includes a first segment having a felt layer to the upper surface of which is bonded a polyurethane that is embossed with a friction enhancing pattern and a second segment having a felt layer to the upper surface of which is bonded a layer of polyurethane. Decorative indicia are embossed on the upper surface area of the polyurethane layer of the second segment. When the strip is spirally wrapped about a resilient underlisting sleeve or directly about the handle of a golf club the embossed friction enhancing pattern cooperates with the decorative indicia to increase the hoop strength of the strip reducing the tendency of the strip to unravel.

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